

Social Impact Review

2018 ————— 2023

Contents

Introduction to MacPaw

- 3 About MacPaw
- 4 CEO's Message
- 5 Our Values
- 6 Our Mission

Corporate Social Responsibility

- 7 CSR Ecosystem
- 8 **MacPawCares**
- 12 Green Project
- 17 Tech and Science
- 21 Inclusion
- 24 Education
- 27 People
- 31 City
- 34 Animals
- 42 Ukraine
- 48 **MacPaw Foundation**
- 52 **Impact Investing**

Our People and Community

- 54 **MacPawians Wellbeing**
- 59 **Empowering Communities**









- 63 Partners, Awards

About MacPaw

Nestled in the vibrant streets of Kyiv, MacPaw stands as a beacon of innovation and community spirit. We're celebrated for our leading-edge products, including CleanMyMac X, Setapp, and ClearVPN, and are deeply committed to fostering positive change. As a premier software developer for macOS and iOS, our global footprint boasts over 30 million users worldwide, with every fifth Mac running at least one of our applications.

From our inception, we've prioritized digital safety, ensuring the delivery of secure, reliable products and championing a culture of cybersecurity awareness. Our acquisition of The Unarchiver in 2017 underscores our relentless pursuit of excellence and growth. Our roots in Ukraine are at the core of our identity, blending our technological expertise with a genuine desire to contribute to our society's advancement.

Our products

 <p>CleanMyMac</p>	 <p>Setapp</p>	 <p>ClearVPN</p>
 <p>CleanMy®Phone</p>	 <p>Moonlock</p>	 <p>Together App</p>
 <p>SpyBuster</p>	 <p>The Unarchiver</p>	

CEO's Message

At MacPaw, our core values are rooted in the desire to create meaningful change. We have been passionate about positively impacting individuals, our communities, and Ukraine.

Therefore, in 2018, we launched MacPaw-Cares as a series of social impact initiatives to commemorate our 10th anniversary. These projects aimed to address pressing societal challenges. MacPaw-Cares has grown from employee-inspired initiatives to a full-fledged corporate social responsibility program.

Despite enduring the ongoing war launched by Russia in Ukraine, we have remained steadfast in our commitment to our principles. The resilience, determination, and courage exhibited by Ukrainians, coupled with the compassion and support of our partners and clients from around the globe, have created an indomitable force for good.

From the first days of the full-scale war, we have extended our support to our defenders and launched the MacPaw Foundation. We express our heartfelt gratitude for every step forward and every donation. The collaborative efforts of our stakeholders have propelled us forward, allowing us to fulfill our mission and leave a lasting impact on the lives we touch.

As we move forward, we remain steadfast in our dedication to creating a better future. MacPaw will continue to champion social impact, innovation, and inclusivity, guided by our unwavering belief that businesses have a pivotal role to play in driving positive change.

I invite you to delve into the pages of this report, witness the inspiring stories of transformation, and join us in celebrating the collective achievements we have accomplished together.



The opening of our Boston office in September 2023 marked a pivotal step in strengthening our international presence and connecting with key markets.

With gratitude,
Oleksandr Kosovan
Founder and CEO of MacPaw

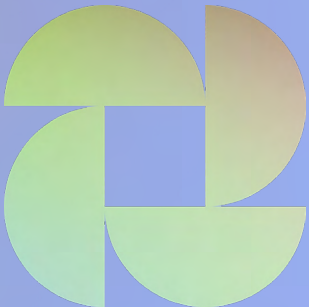
Our values

At MacPaw, our values are not just foundational; they shape every interaction with our stakeholders and define our approach to business:



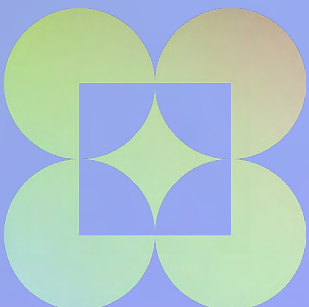
Make Impact

We strive to ensure that our actions and products leave a positive and lasting impact on the world.



Create Experience

Our focus is designing products and interactions that leave lasting impressions.



Stay Human

We are committed to creating human-oriented products designed to solve real problems and improve lives.


Our mission

Our mission at MacPaw is simple: we help machines help you. We envision a future where technology serves to enrich human life. This belief is at the heart of our CSR program. We aim to impact society and


the environment positively through our focused social and philanthropic efforts. At MacPaw, our values are more than mere words — they embody our essence and direct all our endeavors.

Sustainable Development Goals supported by MacPaw’s CSR:

3. Good health and wellbeing



4. Quality education



8. Decent work and economic growth



11. Sustainable cities and communities



12. Responsible consumption and production



17. Partnerships for the goals



CSR Ecosystem

MacPaw has established a robust Corporate Social Responsibility (CSR) ecosystem, encompassing several interconnected areas:



MacPawCares





To celebrate our 10th anniversary, we launched #MacPawCares — a collection of social initiatives. These projects tackle urgent societal challenges in Ukraine, demonstrating MacPaw’s genuine commitment to our community and homeland. We believe that by acting locally, we contribute globally.

MacPawCares in Numbers

10+ regions

30+ projects

8 initiatives

30+ partners

1504+ hours taken by Macpawians for volunteering

Geography

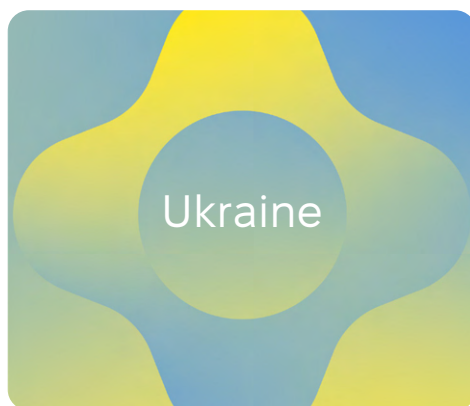
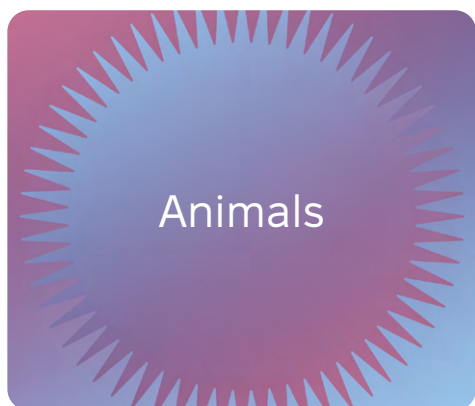
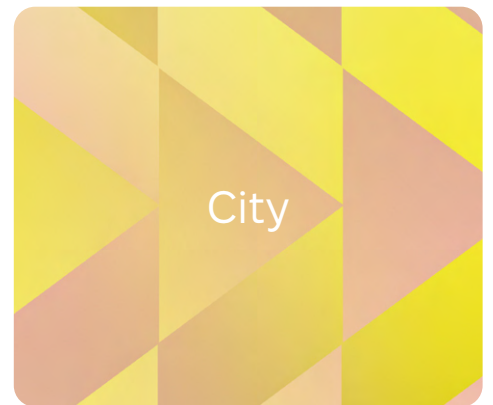
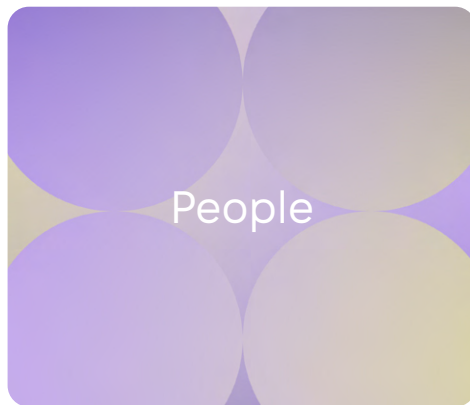
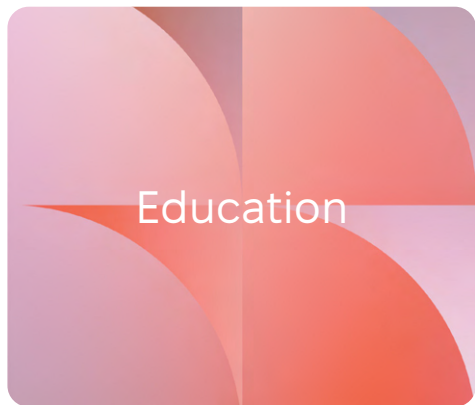


Ukraine



Antarctic

MacPawCares Initiatives



Green Project

MacPaw's dedication to environmental stewardship shines through in our innovative initiatives.

Our commitment extends beyond clean-up activities; we've also invested in cutting-edge waste press technology and spearheaded reforestation efforts. These actions reflect our efforts not just to clean but also to preserve and enhance the environment.



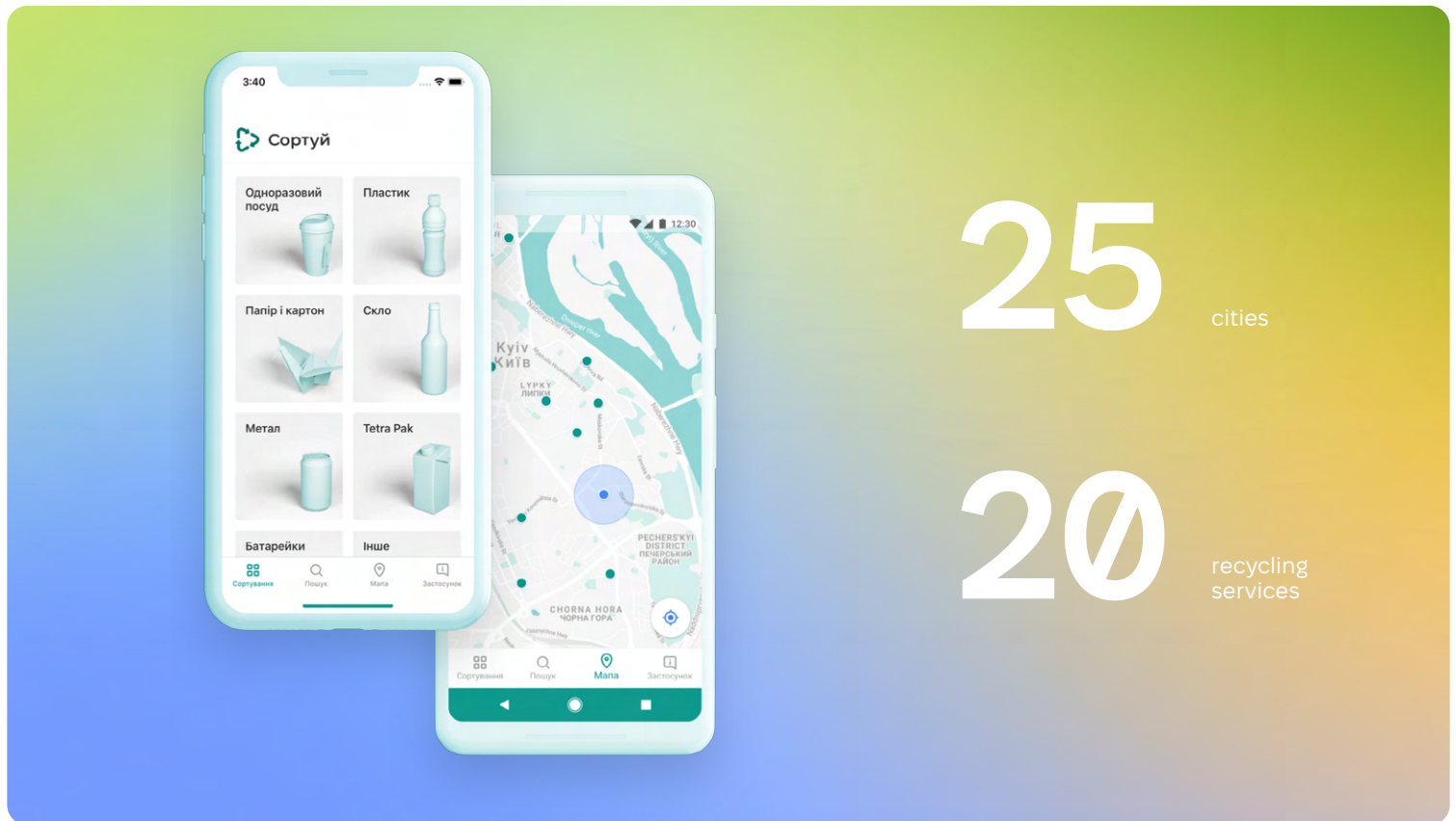
Sortui app

At our 2017 company hackathon, the Trash-IT app was born — a clever solution to streamline office waste separation. Winning first place, Trash-IT soon became a staple of our office, guiding both employees and visitors in proper recycling practices. Recognizing its broader potential, we expanded Trash-IT into Sortui, a sophisticated personal recycling assistant released in September 2018.

Sortui educates users about recyclable waste types, locates nearby recycling stations, and provides customized recommendations based on user location and selected recycling services. With a database of over 130 waste types and guidelines for 20 recycling services across 25 Ukrainian cities, Sortui has evolved into an essential tool for sustainable living.

Sortui also acts as a vital educational resource for recycling centers, facilitating communication about the types of waste accepted, preparation tips, and updates on guidelines. We've even created promotional materials like posters and stickers to boost Sortui downloads at these locations.

Our dedication to sustainability extended further when, in January 2020, we donated a high-capacity waste press machine to No Waste Ukraine in Kyiv. This contribution significantly enhanced their capacity for recyclable material storage and transportation, doubling their efficiency.



CleanMyCity

#CleanMyCity embodies the spirit of our CleanMyMac app, but takes the mission to the streets, revitalizing urban areas into cleaner, more sustainable environments.

Launched in 2019, #CleanMyCity began as a series of urban cleanups in Kyiv, Ukraine. Armed with gloves and trash bags supplied by MacPaw, our dedicated team — alongside their families and friends — has taken to the streets, blending community service with team bonding and leisure activities.

A cornerstone of our campaign is Junkman, an emblematic figure that highlights the perils of littering. Featured in our 2019 hit video, “The Revenge of the Junk.” The video attracted 8.5 million views and clinched a Gold Honor Shorty Award in the Environment and Sustainability category.

Our Impact Timeline

2019

We started strong, collecting 62 trash bags at Kyiv’s Sovsky Ponds and another 32 in Pereyaslav. After our call, 14 companies joined the #CleanMyCity initiative and organized cleanups in and around their cities. Together, we collected over 17 tons of garbage from Ukraine’s streets and forests.

2021

Returning to Sovsky Ponds, we cleared 69 bags of litter and planted 15 sycamore trees and 100 barberry bushes. Additionally, our #CleanMySea event at the Black Sea’s Kinburn Spit saw 26 MacPaw team members removing 24 garbage bags.

2020

Adapting to the pandemic, we ventured to the Carpathian mountains, removing 12 garbage bags in our first #CleanMyCarpathians event.

Reforestation

MacPaw is deeply committed to environmental conservation. Each year, we commit our resources and energy to tree-planting endeavors in Kyiv and its surroundings. Recognizing that true reforestation is a comprehensive effort, we join forces with initiatives like the Druhe Zhittia NGO and local forest rangers to ensure that each sapling planted is given the chance to flourish into a thriving tree.

Highlights

2020

In the wake of a devastating fire in Koncha-Zaspa, south of Kyiv, 25 MacPaw team members braved cold weather and COVID restrictions to plant 10,000 of the 15,000 seedlings purchased, including pine, birch, and oak trees. We also installed bat houses and insect hotels to support local biodiversity.

2021

We shifted our efforts to Holosiivskyi National Nature Park, another fire-affected area. Here, our team members, friends, and families planted 5,000 oak and pine seedlings, with tools and trees supplied by the forestry department.

15,000

seedlings purchased

5,000

oak and pine seedlings planted

Batteries Recycling

MacPaw actively participates in environmental initiatives aimed at minimizing waste and enhancing recycling efforts. We've partnered with the "Batteries, Get In!" project to promote the separate collection and recycling of spent batteries across Ukraine. This collaboration marks a significant stride towards substantial systemic change.

Efforts

Collection and Recycling

We've sponsored battery collection boxes in various educational institutions, including a school in Vyshneve, the Kyiv Polytechnic Institute's Computer Science Department, and the Belka students' space in Kyiv.

Office Participation

A collection box is also placed in our office, encouraging team members to contribute to the proper disposal of used batteries.

Each box can hold up to 10 kg of batteries, preventing the pollution of approximately 8,000 m² of land with hazardous chemicals. The batteries are regularly sent to the GreenWEEE plant in Romania for sorting and recycling.

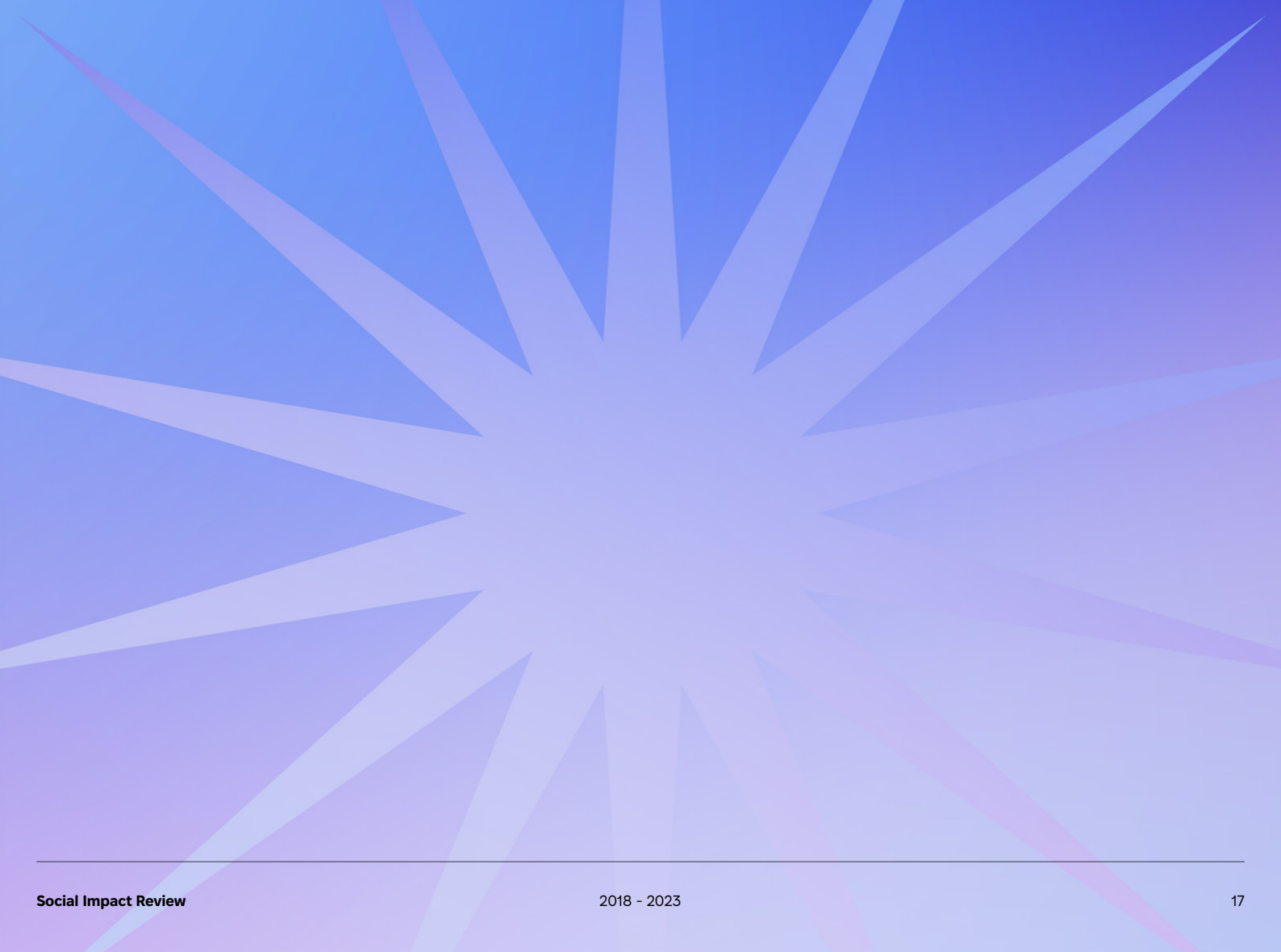
1 box
contains

10 kg
of batteries

8,000 m²
of land saved

Tech and Science

In an era where technology shapes our world in complex ways, MacPaw is dedicated not just to technological advancement but to inspire a new wave of pioneers ready to explore, innovate, and lead. By backing Ukrainian polar expeditions and being the proud sponsor of the first Ukrainian team in the First Robotics Competition, we're setting the stage for future tech visionaries.



Polar Expeditions

Our cooperation with the Vernadsky Research Base, Ukraine's remote Antarctic station, began in 2019. With this initiative, we aimed to boost both the operational efficiency and living standards of the Ukrainian scientists stationed there. We've delivered on this promise by supplying:

- rugged laptops,
- computer parts,
- research equipment,
- coffee machine (an essential for enduring long polar nights),
- 2.4-meter General Dynamics satellite antenna.

Despite delivery challenges, including harsh weather, COVID restrictions, and US export limitations, the antenna was invaluable. It boosted the station's internet speed eightfold. This enhancement, completed with the recent addition of a radiator, has connected the Vernadsky team's

ability to stay connected with their loved ones and engage with the global scientific community. As a token of appreciation, the researchers raised the MacPaw flag at the base on May 22, 2019.

Highlighting our ongoing support, MacPaw Space organized an event on May 28, 2021, featuring key figures from the Ukrainian Antarctic expedition and offering a virtual tour conducted by the Vernadsky team. In 2021, 80 MacPaw team members and family members also visited the Noosphere in Odesa, a vessel with a storied past as a British Royal Scientific Navy ship, now repurposed as the new Vernadsky supply ship.



Ukrainian researcher
in Antarctica

Robotics Team

We're committed to empowering the next generation, particularly those passionate about technology. That's why we're more than happy to sponsor NeuraBlink #7851, Ukraine's pioneering team in the prestigious First Robotics Competition (FRC).

Empowering Future Innovators

A Glimpse into FRC

As the largest robotics competition in the world, the FRC is a global arena where over 4,000 high school teams showcase their prowess in science, technology, engineering, and mathematics (STEM). With the backing of leading entities such as NASA and Boeing, it provides an unparalleled platform for students to demonstrate their skills.

Ukraine's Debut

NeuraBlink #7851 made history as Ukraine's first team at the 2020 FRC in Istanbul, advancing to the final championship in the USA. They continued representing Ukraine and the Kyiv Youth Federation of Robotics in the 2021 competition.

Beyond Engineering

The FRC is more than a robotics contest; it's a comprehensive development experience. Participants enhance their branding and presentation abilities, laying a solid foundation for their future careers.

FRC participation comes with its set of challenges, including costs related to registration, travel, and equipment. To support NeuraBlink, MacPaw has stepped in with financial assistance and provided access to our MacPaw Space for their robotics projects.

Women in Science

We're thrilled to partner with Inscience NGO on the Women in Science project, a pioneering initiative debunking the myth that science is a male-dominated field. This inspiring project celebrates the remarkable contributions of women across various scientific fields.

Celebrating Female Pioneers in Science

Documentary Spotlight

Women in Science comprises four documentaries, each spotlighting a remarkable female scientist:

- **Vera Iefremova:** A neuroscientist researching brain development disorders to aid children with epilepsy.
- **Kateryna Terletska:** A mathematician specializing in ocean internal waves, leading a section at Europe's largest geophysical conference in Vienna.
- **Maryna Skvyria:** A zoologist studying large predators and co-founder of the White Rock bear shelter.
- **Oksana Savenko:** A marine biologist with the National Antarctic Scientific Centre of Ukraine and the first woman in 20 years to join a winter expedition to the Vernadsky Research Base in Antarctica.

Youth Perspective

The series is narrated by Mariia, a 15-year-old Ukrainian schoolgirl passionate about science and exploring her future career. Masha guides viewers through the lives and challenges of these inspiring scientists.

This initiative not only dives deep into the world of scientific research through intimate, interview-style documentaries but also honors women's pivotal roles in science, motivating future generations to chase their scientific dreams. Parts of this series were even filmed at MacPaw Space, showcasing our commitment to this cause.

Inclusion

MacPaw's dedication to inclusivity is demonstrated through various initiatives, including supporting wheelchair-accessible taxis and hosting the Inclusivity Forum, illustrating our commitment to making experiences accessible to everyone. This approach enriches lives and cultivates a more empathetic and connected community.

Inclusivity Forum

We at MacPaw are dedicated to fostering inclusivity and accessibility, recognizing the importance of comfortable and accommodating spaces for all. We proudly support Dostupno.UA, an NGO that champions this cause in Ukraine.

Key Initiatives

Annual Inclusivity Forum Support

We've been a proud supporter of Dostupno.UA's Inclusivity Forum since 2017, helping to bring together activists, business leaders, and government officials to promote accessibility.

Open Doors Awards Ceremony

In 2021, MacPaw Space hosted the Open Doors Awards ceremony. As the "Academy Awards" of Dostupno.UA, it honors businesses and initiatives that excel in accessibility, from restaurants and cultural institutions to an accessible beach in Odesa.

We believe platforms like these are crucial in uniting those committed to creating inclusive, accessible environments. MacPaw is optimistic that more organizations will join this endeavor, contributing to a world where accessibility and inclusivity are the norms.

Accessible Taxi

In April 2023, MacPaw partnered with the Uklon to launch an accessible taxi service for wheelchair users in Ukraine, marking a significant step towards improving mobility and quality of life for people with disabilities.

Key Features

Specialized Vehicles

Uklon’s service includes two specially equipped cars with hydraulic lifts, ramps, and secure fastenings for wheelchairs.

Affordable Fares

The service offers a 30% discount on standard rates, with proceeds covering operational expenses such as driver salaries and fuel.

Driver Training

Drivers have undergone specialized training in communication and interaction with individuals with locomotor disabilities, conducted by Dostupno.UA at the wheelchair-accessible MacPaw Space.

Service Area

Currently in beta, the service operates 2 cars in Kyiv and its suburbs, with plans for expansion.

During 2023, more Inclusive Taxi completed over 6,500 rides and had 1100 unique users. This service is not just about enhancing infrastructure; it’s a commitment to dignity and accessibility, particularly crucial in times of conflict. As a long-time partner of Dostupno.UA, we are dedicated to supporting more such initiatives, aiming to foster an inclusive and accessible environment for all.

6,500⁺

rides completed

1,100

unique users

Education

Education is the bedrock of societal growth, and MacPaw aims to be a cornerstone in this realm through initiatives like hello.code() and funding scholarships for the Ukrainian Emerging Leaders Program at Stanford University. These programs reflect our belief in individuals through knowledge.

hello.code()

We at MacPaw were thrilled to introduce hello.code(), an initiative designed to spark an early interest in computer science among schoolchildren. By bringing engaging coding lessons to schools we graduated from, we aim to open a world of possibilities for the next generation.

Overview

Interactive Coding Lessons

The program offers interactive, fun, and informative sessions where students can write code and create animations, discovering that programming is an accessible and exciting skill.

National Reach

Leveraging our team’s diverse geographical backgrounds, hello.code() reaches students across Ukraine. We’ve already visited schools in five towns and cities, with plans for further expansion.

Inspiring Future Innovators

Witnessing the enthusiasm and fresh perspectives of these young learners is immensely rewarding.

Their excitement in seeing their creations come to life is a glimpse into the future of Ukraine’s IT sector.

Through hello.code(), we’re not just teaching coding; we’re nurturing the country’s next generation of tech talent and innovators.

Ukrainian Leaders

MacPaw supports the Ukrainian Emerging Leaders Program (UELP) at Stanford University, a renowned center for research and education. This partnership underscores our dedication to nurturing Ukrainian talent and contributing to the growth of society and the nation.

Highlights

Program Overview

Initiated in 2016, UELP is a 10-month fellowship designed for Ukrainian policy-makers, legal experts, entrepreneurs, and civil society leaders. It encompasses academic courses, Silicon Valley company visits, and community engagement.

Focus on Development

Participants focus on a specific issue, culminating in a project presentation, aimed at addressing Ukraine’s development challenges.

MacPaw’s Contribution

We contribute by funding scholarships, and supporting these change-makers in their endeavors. The combination of Stanford’s resources and the Ukrainian participants’ drive is a recipe for impactful progress.

Our engagement with UELP, we are excited to see the fusion of Stanford’s academic excellence with the passion of Ukrainian professionals, creating a powerful force for positive change. So far, 12 participants have graduated from the program.

12

participants graduated

People

At MacPaw, our humanitarian outreach extends to efforts aimed at aiding seniors, supporting children’s hospitals, and even giving gifts to kids of heroes. These actions speak volumes about our dedication to the well-being of the most vulnerable in our community.

Enjoying Life

MacPaw has partnered with Enjoying Life to improve the lives of seniors facing solitude and physical or financial challenges.

Key Contributions

“Enjoying Life: Lunch” Project

We’ve sponsored two booths in Kyiv providing free hot meals to seniors. Our team actively volunteers at these locations, embodying our dedication to community service.

Adaptation During the Pandemic

With the onset of COVID-19, the project pivoted to delivering over 8,400 grocery kits to isolated seniors, including those in the Chernobyl exclusion zone. These deliveries often represent their only link to the outside world.

Enrichment Activities for Older People

Recognizing the need for quality leisure activities for seniors, we’ve organized English and computer courses, and provided Nordic walking poles, catering to the active and curious spirits of senior citizens.

At MacPaw, we believe in enhancing the lives of older people, especially in challenging times. We’re proud to assist foundations like Enjoying Life and hope to inspire more sponsors and volunteers to join us in positively impacting the lives of Ukraine’s senior community.

Winter Holidays Charities for the Children

During the festive season, MacPaw channels its efforts into supporting children in need. In 2019 and 2020, we turned our attention towards supporting the Tsybli orphanage and a children’s hospital.

Holiday Initiatives

2019

Tsybli Orphanage Support: Our team gathered clothes for the children and adorned the orphanage with festive decorations. Beyond the festivities, we provided practical assistance: inviting teachers and psychologists for burnout prevention training, renovating floors, and equipping the kitchen with new furniture and dishwashers.

2020

Hospital Donation: Instead of hosting a New Year’s party, we allocated the budget towards a charitable cause chosen by our team. We purchased a specialized cooling device for newborns for the Kyiv City Children’s Clinical Hospital №1. This device is crucial for treating newborns with asphyxia, maintaining their body temperature every two seconds.

Our involvement in these projects reflects MacPaw’s commitment to improving the lives of children, whether in care settings and the professionals dedicated to their well-being. We’re hopeful that our contributions have made a meaningful difference and brought holiday cheer to these essential institutions.

Christmas Elves Tradition

At MacPaw, each December, we transform our office into a festive workshop, dedicated to the Christmas Elves project. This beloved tradition, ongoing since 2016, focuses on spreading holiday happiness among children battling health challenges like mucoviscidosis, cerebral palsy, autism, and cancer.

Highlights

Tailored Gifts

Each year, we receive wish lists from children aged 2 to 18. Our team embarks on a mission to meticulously select and pack the perfect gifts, striving to exceed their expectations.

Expanding Joy

Annually, the number of delighted children grows, thanks to the enthusiastic participation of our colleagues.

Adapting to Challenges

In 2023, despite the disruptions caused by the full-scale invasion, we upheld our tradition. Partnering with the Children of Heroes Foundation, we focused on children who lost their parents in the war, providing gifts like Lego sets, Barbie dolls, bikes, toy planes, and plush toys.

The heartfelt cards and drawings we receive from these children are treasured and displayed in our office, serving as a reminder of the joy we've shared. Our goal is to ensure these kids cherish their holiday memories for years.

City

MacPaw is passionate beyond tech; we're also committed to revitalizing Kyiv's urban spaces. Our efforts, from illuminating a church to rejuvenating the botanical gardens, aim to improve the city's aesthetic and enrich the communal spirit.

Lighting up Kyiv

Directly opposite our office stands the magnificent St. Nicholas Catholic Church, a gem of Gothic architecture in Kyiv. MacPaw spearheaded an ambitious project to light up this historic cathedral, setting it alongside globally recognized monuments like the Empire State Building and the London Eye, thanks to Philips Color Kinetics technology.

Highlights

Historic Landmark

Overlooking MacPaw’s office, this Gothic cathedral, also housing the National Organ and Chamber Music Hall of Ukraine, now stands out thanks to our initiative.

Collaborative Effort

Initiated in 2018, the year-long project involved collaboration with Ring Ukraine, SD Capital, Toronto-Kyiv Complex, and was executed by Expolight, enhancing the church’s architectural beauty while preserving its facade.

Energy-Efficient Technology

The lighting system, controlled via an app, is remarkably energy-efficient, using less electricity than an electric kettle.

Special Illumination Events

Doctors Are Our Heroes (April 2020)

Honoring medical professionals during the COVID-19 pandemic, the church was lit in white and red.

Rare Disease Day (February 2021)

The church joined 17 other buildings nationwide, raising awareness for rare diseases.

World Blood Donor Day (June 2021)

A red illumination celebrated blood donors, in collaboration with DonorUA.

Ukraine’s Independence Day (August 2021)

The church was adorned in blue and yellow, reflecting Ukraine’s national flag.

This initiative beautified a key city landmark and offered a new perspective on a familiar sight. We’re grateful to all who contributed to this gift to our beloved city.

Gardens and Recreation

MacPaw is deeply invested in the beauty and vitality of Kyiv's green spaces. Our efforts are dedicated to revitalizing two key areas: the historic Fomin Botanical Gardens and the community-driven SamoSad, both serving as vital urban oases.

Fomin Botanical Gardens Renovation

Historical Significance

Established in 1839, the Fomin Botanical Gardens are one of Ukraine's oldest, ripe for rejuvenation.

Renovation Efforts

Our support facilitated paving walkways for better drainage, replacing curbstones in flower beds, reconstructing stairs, and repairing the retaining wall, significantly improving the garden's infrastructure.

SamoSad Urban Garden Initiative

Community Creation

Founded in 2015 by local residents, SamoSad transformed a neglected city plot into a vibrant communal space.

MacPaw's Contribution

We enhanced SamoSad with a new lawn and cozy evening lighting, supporting its role as a hub for community events and relaxation.

Both projects reflect our dedication to enriching Kyiv's urban landscape, creating peaceful enclaves where residents can find respite from the hustle and bustle of city life.

Animals

At MacPaw, our compassion knows no bounds, extending heartfelt support to animals as well. From supporting rescue operations to campaigning for pet adoption, MacPaw has been a voice for animals in distress.

Animal Rescue Group

MacPaw proudly backs the Kyiv Animal Rescue Group, an organization dedicated to saving animals in perilous situations. Their valiant efforts include rescuing stray dogs, extracting cats from air vents, and saving animals from water hazards and forest fires.

These efforts are aimed at straightening the Kyiv Animal Rescue Group's capabilities, ensuring they are well-prepared to face the myriad challenges of saving animal lives. MacPaw is honored to support these everyday heroes.

Our contributions have enabled the acquisition of essential rescue equipment:

- a vehicle for rapid response,
- a boat,
- firefighting gear,
- ropes,
- uniforms,
- climbing equipment,
- power tools (angle grinders, hammer drills, power saws),
- torchlights,
- accumulator batteries with chargers,
- oxygen tanks for animals experiencing breathing difficulties.

Adopt Don't Stop

MacPaw is thrilled to support Adopt Don't Stop, a charity dedicated to aiding homeless animals through sterilization, adoption efforts, and medical care, significantly contributing to humane population control and improving animal welfare.

Impactful Contributions

Sterilization Efforts

With MacPaw's support, Adopt Don't Stop can sterilize up to 100 stray cats and dogs monthly, promoting a safer and more controlled animal population.

Comprehensive Care

The organization provides medical assistance, including anti-parasite treatments, rabies vaccinations, microchipping, and inclusion in the Animal ID database, alongside necessary surgical treatments and post-operative care.

Raising Awareness

A crucial part of their mission is educating the public on responsible animal treatment, pet health care, and the importance of kindness, fostering a more compassionate society.

We are proud to be part of these transformative efforts, contributing to a world where every animal receives the love and care they deserve.

100+

cats and dogs sterilized monthly

Sirius Animal Shelter

At MacPaw, we recognize the immense responsibility and care necessary in the animal welfare mission through our ongoing partnership with Sirius, Ukraine’s largest animal shelter. Sirius is home to approximately 3,000 dogs and 300 cats.

Supporting Sirius Animal Shelter:

Volunteer Initiatives

Our team regularly volunteers at Sirius, engaging in activities like feeding, walking the animals, and assisting with shelter maintenance. These visits are not only fulfilling but also crucial in supporting the shelter’s day-to-day operations.

Donations and Supplies

Each visit is accompanied by donations of food, blankets, and other essentials, underscoring our dedication to the shelter’s inhabitants.

Critical Support During Crisis

The shelter, located in Dymir village near Kyiv, faced harrowing times during the Russian occupation early in the full-scale invasion, isolated for 35 days. MacPaw, in collaboration with the Come Back Alive Foundation, was among the first to provide essential supplies post-liberation, highlighting our commitment to aiding in the most challenging times.

We aim to ensure the shelter always has the necessary resources and that each animal finds a loving forever home. MacPaw remains dedicated to this cause, reinforcing our love for animals and the community that supports them.

Sirius is home for:

3,000 dogs

300 cats

Supporting a Wildlife Shelter

MacPaw’s involvement includes aiding animals rescued from circuses, zoos, and baiting stations, providing them a chance for a better life through rescue and rehabilitation efforts within a dedicated Ukrainian shelter.

Wildlife Shelter Support

Rescue and Rehabilitation

The shelter takes in mistreated, injured, or sick wildlife, offering medical aid and a chance for recuperation. While some animals, like recently rehomed bears to Romania and lionesses to Africa, return to the wild, others, due to their injuries, find a permanent safe haven at the shelter.

Enhancing Living Conditions

Our contributions have focused on improving the animals’ living conditions by renovating enclosures, installing infrared lights for warmth, and purchasing a freezer to ensure a steady supply of fresh meat, essential for the well-being of carnivorous residents.

At MacPaw, we firmly believe that all animals deserve to thrive in their natural habitats, free from cruelty and exploitation. Our support for wildlife shelters and rehabilitation programs is a testament to our commitment to a world where the need for such sanctuaries is reduced, and animal welfare is prioritized.

Rebuilding Sirko's House

In 2020, MacPaw was pivotal in the restoration of Sirko's House dog shelter following a devastating flood in the Ivano-Frankivsk region. The disaster severely damaged the facility, compelling the temporary relocation of most of its 300 dog residents.

Efforts to Rebuild Sirko's House

Community Support

The local community rallied to assist, with volunteers housing the displaced animals and aiding in reconstruction efforts.

MacPaw's Contribution

We provided essential financial assistance, enabling the purchase of materials and tools required for rebuilding the damaged infrastructure.

The combined efforts of volunteers and our financial aid were instrumental in the rapid recovery of Sirko's House. This allowed the shelter to resume its essential role in providing refuge for dogs in need.

300

dogs relocated

Nevermind the Breed

MacPaw is honored to support the “Nevermind the Breed” campaign, initiated by the Ukrainian NGO DOG MA. This initiative challenges the biases against adopting mixed-breed dogs from shelters and seeks to foster connections between homeless dogs and potential adopters, encouraging them to see beyond breed stereotypes.

Campaign Highlights

Promotional Video

MacPaw sponsored a video that garnered over 170,000 views, featuring the message that dogs are loyal companions rather than status symbols. The video starred Ukrainian musicians and public figures, amplifying the message that a dog’s value isn’t determined by its breed.

Awareness Through Posters

We facilitated the placement of posters around Kyiv, encouraging adoption from shelters and highlighting the campaign’s core message.

MacPaw’s participation in the “Nevermind the Breed” campaign is a testament to our profound love for pets and our dedication to increasing shelter adoptions.

170,000

views of promotional video

Cat Adoption Center in Kyiv

At MacPaw, our office cats, Fixel and Hoover, are more than just pets; they're valued team members who've been with us since 2015. This led us to support establishing a new cat adoption center in Kyiv, operated by the Cat Fair charity foundation.

Supporting Cat Adoption

Cat Fair Charity Foundation

Dedicated to rescuing street cats, providing medical care, and facilitating adoptions into caring homes.

MacPaw Foundation's Role

We contributed to the design and furnishing of the adoption center, creating a cozy environment that encourages responsible adoption.

Adoption Center Features

A welcoming space for potential pet owners to meet cats ready for adoption, all of whom are spayed or neutered and in good health. The center also offers cat yoga and therapy sessions, enhancing the adoption experience.

Fixel and Hoover have brought immense joy to our office, and we believe that many more homes and workspaces could benefit from pets.

Ukraine

In the face of adversity, like the COVID-19 pandemic and the 2022 full-scale invasion, MacPaw stood strong. Our actions to deliver medical aid, support our defenders, and establish a Point of Invincibility showcased our unwavering commitment to our homeland.

Anti-COVID Action

During the unprecedented challenges of the 2020 pandemic, MacPaw actively engaged in several initiatives to support the community and healthcare professionals, demonstrating our commitment to social responsibility.

Key Pandemic Response Projects

Grocery Distribution

In collaboration with the Enjoying Life Foundation, we distributed 5,000 grocery sets to the elderly and single parents of children with disabilities, with logistics support from Uklon taxi service and Nova Poshta postal service.

Face Shields Production

We supported a local maker lab, Fabricator, by lending our office 3D printers and purchasing € 1,800 worth of materials, aiding in producing over 1,000 face shields for hospitals.

Ventilators Acquisition

Addressing the critical need for artificial lung ventilation machines, we navigated supply challenges to purchase five ventilators for hospitals in Kyiv and the Ivano-Frankivsk region.

Protective Suits for Medics

To safeguard healthcare workers on the frontlines, we provided approximately 2,000 protective suits to three Ukrainian hospitals.

Care Kits for Macpawians

To protect our team and uplift their spirits during lockdown, we distributed MacPaw Cares Home Kits, containing essential protective gear and vitamin-rich fruits.

As we reflect on these contributions and the pandemic begins to wane, our resolve to use our resources and network to overcome challenges remains strong. MacPaw continues to be proactive and optimistic in our approach to supporting our community.



Wildfires in Chornobyl

In the shadow of the COVID-19 pandemic, April 2020 brought a new crisis to Kyiv: wildfires in the Chornobyl Exclusion Zone. The rapid spread of the flames and resulting smoke posed a significant threat, made worse by the dire lack of firefighting equipment at the Dytiatky checkpoint, the gateway to the Exclusion Zone.

MacPaw delivered essential supplies

\$ 1,100

in water, wet wipes, American Army rations, apples, snacks, and other foods.

\$ 1,400

in FFP3 face masks.

Backpack fire pumps

specifically designed for wildland firefighting.

\$740

in industrial respiratory protection gear.

Adhering to the Ukrainian State Emergency Service's motto of "Prevent! Save! Help!", MacPaw is determined to back the brave firefighters combating wildfires, providing much-needed support amidst the arduous conditions of the Exclusion Zone.

Donor Days

At MacPaw, our efforts have included organizing a blood drive and supporting bone marrow donor registration within our office, underscoring our commitment to life-saving initiatives. Twice a year, we invite Donor.ua, a local NGO that helps organize Donor Day at our office in Kyiv. Usually, we have about 30-40 donors every Donor Day.

Key Initiatives

Blood Drive Success

In 2019, we hosted our inaugural blood drive, with 20 employees donating a total of 8.16 liters of blood, potentially saving up to 60 lives.

Innovative Donor Card Covers

In partnership with Blood Agents NGO in 2020, we introduced stylish covers for donor cards, designed by local artists, to celebrate and encourage regular blood donations among our team and the wider community.

Bone Marrow Donor Registration

Recognizing the critical need for bone marrow donors, we facilitated the registration of 23 MacPaw team members into the World Marrow Donor Association, providing the necessary swab kits for DNA sample collection.

These efforts underscore the importance of community involvement in medical assistance and the profound impact of blood and bone marrow donations. MacPaw is honored to contribute to these vital initiatives, aiming to increase donor engagement and ultimately save more lives.

30-40

donors every Donor Day

The Stories of Social Initiatives

MacPaw collaborated with Ukraïner, a team committed to showcasing the richness of Ukraine’s culture, locations, and people by producing ten videos. This initiative highlighted the transformative work of various charitable organizations, dedicated volunteers, and community projects across Ukraine, narrated in 11 languages to reach a global audience.

Featured Charitable Organizations & Community Initiatives

Come Back Alive Foundation

Supports the Ukrainian military with essential supplies.

Dostupno.UA

Advocates for accessibility and inclusivity for people with disabilities.

U-Cycle

Promotes bicycle infrastructure and cycling safety.

Blood Agents

Encourages blood donation to save lives.

Prometheus

Offers free online education, partnering with global universities.

Kyiv Animal Rescue Group

Rescues animals in distress.

Strokati lenoty Kids Camp

Founded for children of soldiers, focuses on discovery and learning.

The video also featured the CSR efforts of IT companies such as Eleks, SoftServe, and MacPaw, underlining the profound societal benefits of their engagements. These stories are more than narratives; they’re a call to action, inspiring individuals to contribute positively to their communities.

Supporting the Locals

In the challenging fall and winter of 2022-2023, Ukraine faced severe hardships due to deliberate strikes on its power infrastructure, leading to widespread blackouts. Amidst these trying times, "Points of Invincibility" sprang up nationwide, providing critical services to the community in need.

MacPaw's Contribution

Creation of a Community Space

MacPaw, in collaboration with the Toronto-Kyiv Complex, established a Point of Invincibility outside our office. This initiative provided a welcoming space for Kyiv residents to access free electricity, Wi-Fi, and warm beverages.

Facilities and Amenities

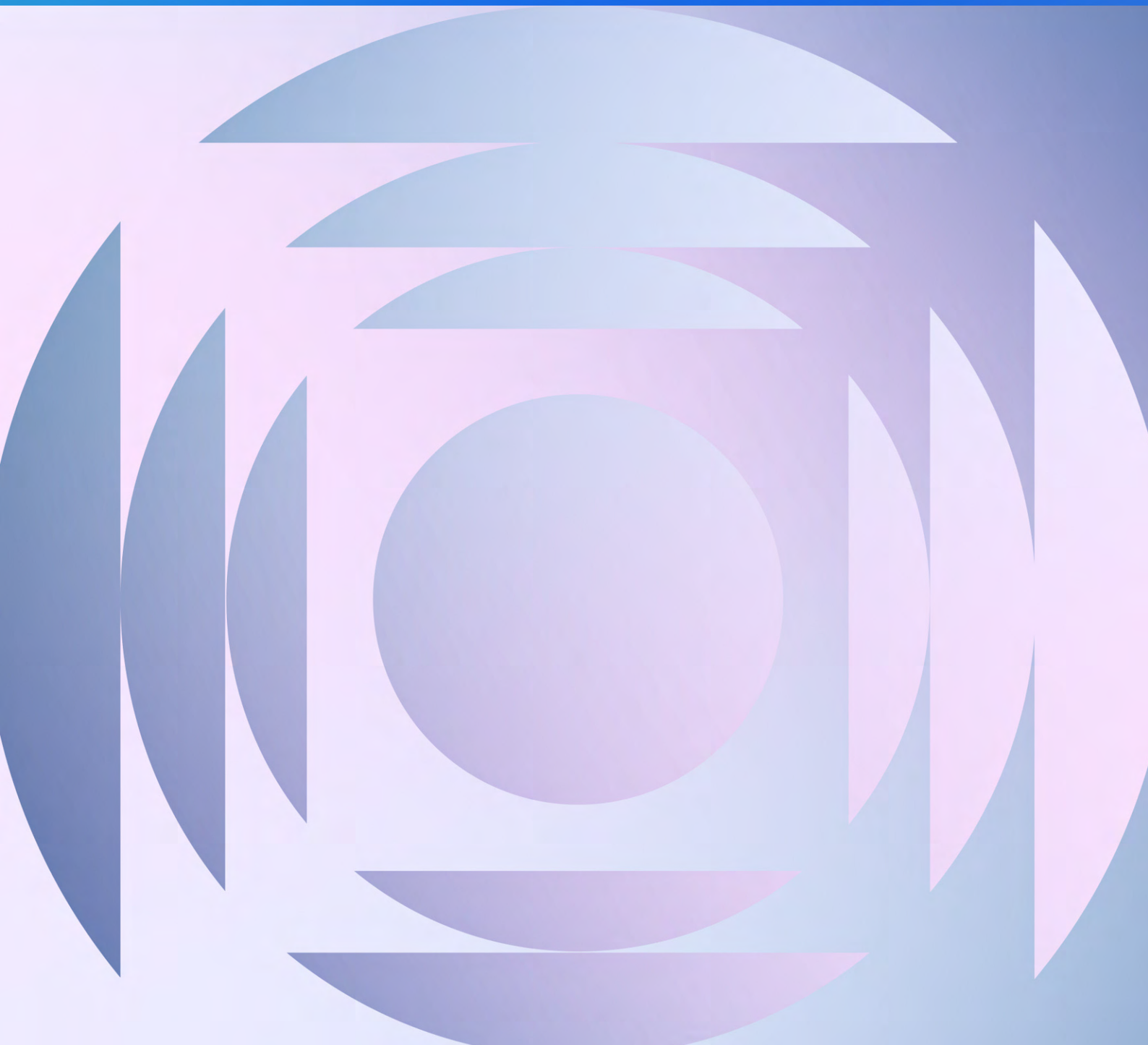
The 6.2 square-meter tent featured a generator, UFO heaters, seating arrangements, and entertainment options such as coloring books and board games for children, ensuring a comfortable environment for visitors. Notably, the tent was sourced from Kharkiv, symbolizing resilience and unity.

Impact and Legacy

While these Points of Invincibility were a temporary measure to combat the immediate crisis of blackouts, they exemplified the strong community spirit and solidarity among Ukrainians.

As Ukraine progresses past the immediate crisis, the enduring spirit of collaboration and mutual support remains, highlighting a significant period of unity and resilience in the face of adversity.

MacPaw Foundation





Established in 2016, the MacPaw Foundation has been dedicated to supporting various social projects. However, the focus of our mission shifted dramatically to supporting our defenders and humanitarian aid following the full-scale invasion of Ukraine by Russia on February 24, 2022.

Key Areas of Focus
Since 2022

Support for Ukrainian Defenders

Provision of non-lethal technical equipment, protective gear, and tactical medicine.

Assistance for Mobilized Employees and Their Families

Offering support to our employees who have been mobilized and their families.

Contributions to Ukrainian Volunteers

Donations aimed at life-saving volunteer efforts.

Emergency Response Initiatives

Launching immediate aid initiatives in response to crises.

MacPaw Foundation in Numbers and Figures

\$9+ MLN

donated to charity and aid procurement

Community Donations

\$900,000+

received from MacPaw customers and supporters.

Creative Fundraising

\$9,259

raised by our Bathtub Creative campaign, in collaboration with Curiosity agency, to raise awareness and aid Ukrainians in de-occupied territories.

Humanitarian Aid

800+

assistance packages were delivered to the liberated Kherson Region.

Emergency Response

Humanitarian aid extended to the Sirius Animal Shelter in the Kherson region following the destruction of the Kakhovka Dam.

Medical Evacuation

2

medevacs purchased and donated to paramedics. The vehicles help transport injured defenders from the front line.

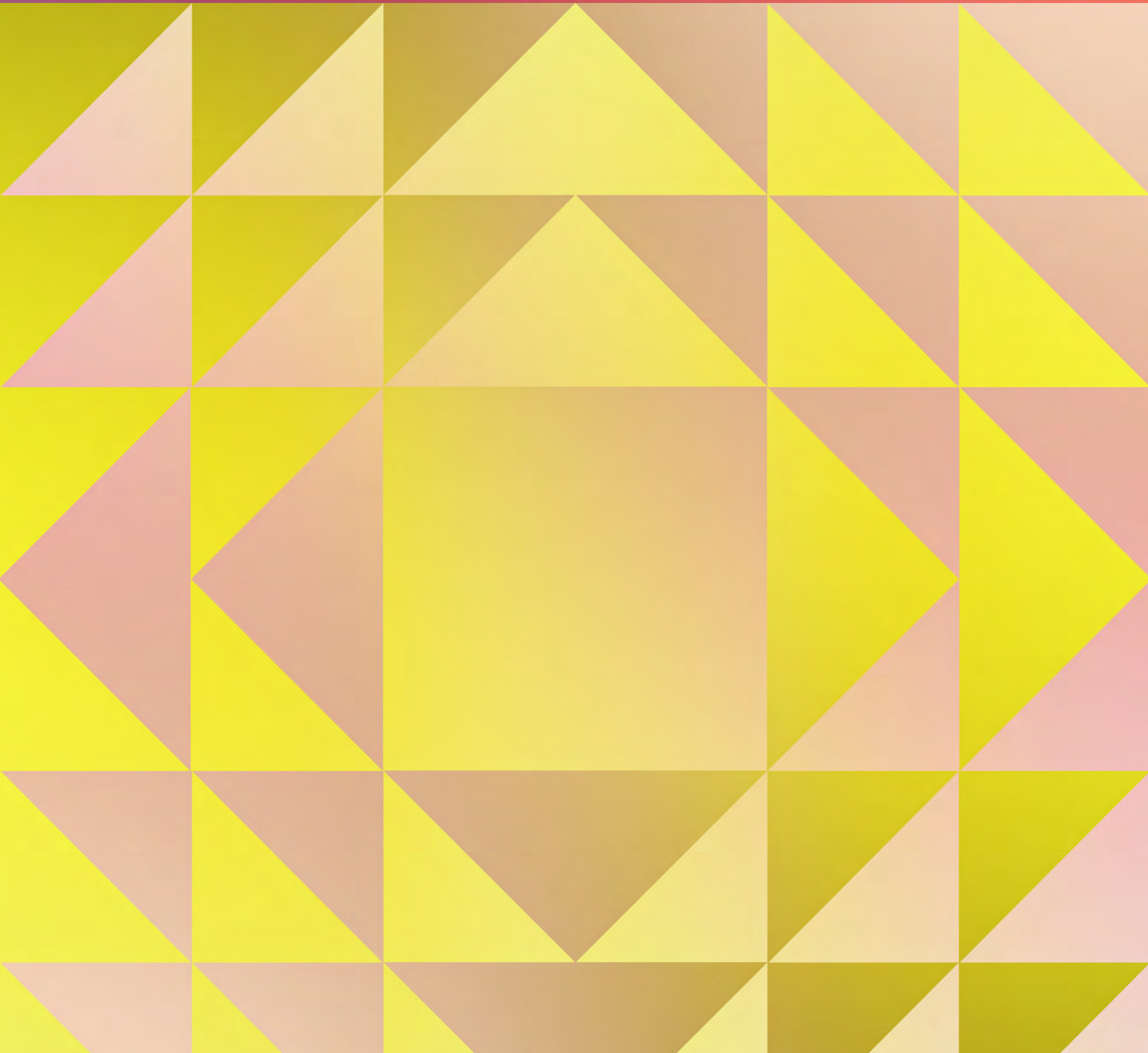
Charity Funding

\$360,000

allocated from MacPaw to institutional support of the Ukrainian Come Back Alive charity organization.

As we continue to navigate these challenging times, the MacPaw Foundation is more committed than ever to leveraging every resource at our disposal for the welfare of Ukraine.

Impact Investing



SMRK VC Fund

(2013 - Present)

Founded by Oleksandr Kosovan, CEO of MacPaw, SMRK VC Fund is a Ukrainian venture capital firm investing in startups across seed and pre-seed stages. SMRK focuses on startups poised to make significant contributions to their markets, with investments in companies like Esper Bionics, AJAX, Deus Robotics, and Aspichi.

Promprylad. Renovation Investment

(July 2019)

Located in Ivano-Frankivsk, Ukraine, Promprylad.Renovation transforms an old factory into a vibrant center for economy, urban planning, modern art, and education. MacPaw's \$ 1.5 million investment, even amidst the challenges of a full-scale war, underscores our commitment to nurturing Ukrainian talent and innovation, aiming to foster a conducive environment for the growth of local enterprises and professionals.

Support for Open Source Projects

(2021 - Present)

Through OpenCollective, MacPaw contributes to the sustainability of open-source software projects, having donated over \$ 5,978.00 to date. This initiative reflects our dedication to the development and success of independent software projects, ensuring they have the resources needed to achieve their full potential.



Co-working space at Promprylad

MacPawians' Wellbeing





MacPaw places the highest priority on the mental and physical wellbeing of our team, offering a holistic support system to navigate through challenging times, especially in light of the 2022 russian full-scale invasion of Ukraine.

<p>Wellbeing Initiatives</p>	<p>Health and Therapy Support</p> <p>Comprehensive health insurance, full reimbursement for therapy sessions, and unlimited access to in-house coaching.</p> <p>Financial Assistance and Relocation Support</p> <p>Aid for employees affected by relocation or property damage, including workspace provisions in coworking spots and a dedicated hotline for immediate support.</p> <p>Together App</p> <p>Developed by MacPaw engineers for daily check-ins and team well-being monitoring, shared on GitHub for wider use, featuring an interactive map to promote community among colleagues.</p>	<p>Recovery Leave Policies</p> <p>Flexible, including short-term (up to 5 days) and long-term leave options, introduced in response to stress and trauma from the invasion.</p> <p>Emergency Concierge Service</p> <p>Quick help with evacuation, housing, and urgent needs during the invasion's initial stages.</p>
	<p>These comprehensive measures underscore MacPaw's commitment to fostering a supportive and resilient work environment, ensuring team members have the resources and support needed to thrive, even in the face of adversity.</p>	

Learning and Development

MacPaw is dedicated to fostering a continuous learning and development culture, ensuring every team member has access to resources for professional growth and personal advancement.

Key Initiatives

Annual Education Budget

Allocated for professional courses, training, conferences, and workshops for all employees.

Internal Courses and Asynchronous Learning

A broad selection of internal courses complemented by asynchronous learning platforms, allowing for self-paced education.

Microlearning Courses

Introduction of microlearning courses, such as Feedback Force and Journey of Creativeness, with a 78% engagement rate among MacPaw specialists.

ShareIt Talks

An internal mentoring program with over 14 sessions in 2023 covering diverse topics, promoting a culture of knowledge sharing.

Cybersecurity Training

Mandatory cybersecurity training for specialists on the Security Journey platform, with certification achieved and integrated into engineer onboarding from 2024.

Manager Training

Enhanced performance management, decision-making, and strategic thinking with our "Back to School" series, alongside external learning platforms and personal coaching. This initiative has successfully led to 81% of our managers sharpening their skills.

Through these comprehensive and varied educational programs, we aim to ensure that all team members, from specialists to managers, have the tools and opportunities to continue their growth.

Diversity and Inclusion

In 2023, MacPaw initiated a comprehensive lecture series on Diversity and Inclusion (D&I), covering crucial topics like inclusive language, understanding disability, and engaging with veterans. This effort builds on our commitment to inclusivity, a cornerstone of the MacPawCares program since 2018. In 2024, D&I has evolved into a distinct and integral component of MacPaw's organizational framework.

D&I Initiatives for 2024

Continued D&I Education

Expanding our D&I educational efforts to encompass trauma risk management and addressing systemic fatigue related to wartime experiences.

Policy Review and Updates

Ensuring our company policies effectively reflect and support D&I principles.

Veterans Reintegration Program

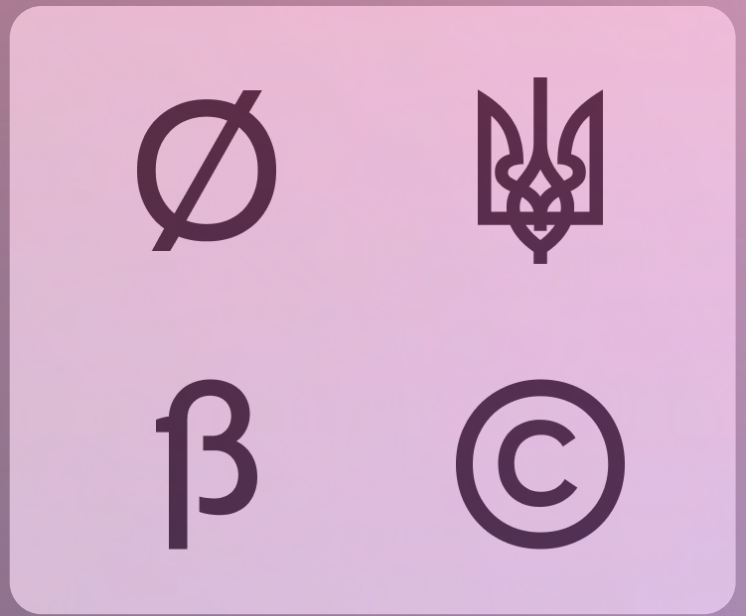
Developing a program specifically designed to support the reintegration of veterans into the workforce and community.

These actions reflect the significance of perpetual learning and adapting, ensuring we meet MacPaw's ecosystem's dynamic diversity and inclusion demands.

Empowering Communities

MacPaw is dedicated to enriching communities through various corporate initiatives, collaborations, pro bono work, and charitable projects, uniting to drive positive change.





Mac Admins Foundation

Since 2023, MacPaw has proudly sponsored the Mac Admins Foundation, a key nonprofit aiding those managing Apple products professionally. This partnership fosters the global Apple device management community, encouraging the exchange of best practices.

Fixel for Designers

In a creative venture with AlphaBravo, MacPaw introduced the Fixel font, inspired by our office cat.

Designed to support over 40 languages with its extensive Latin and Cyrillic alphabets, Fixel has been downloaded over 35,000 times, offering a rich resource of 11,000+ symbols to the design community at no cost.

35,000+

downloads

40+

languages

11,000+

symbols

0\$

price

The Repair Association

Celebrating our 15th anniversary, MacPaw aligned with The Repair Association to champion sustainable tech practices and the Right to Repair movement, contributing to extending device lifespans and reducing electronic waste and CO2 emissions.

Freelancers Union

In 2023, MacPaw and Freelancers Union collaborated to bolster independent workers in the US, offering Union members 30 days of complimentary access to CleanMyMac X and Setapp. This partnership extends to supporting freelancers in the US, providing valuable resources and knowledge sharing for freelancers to enhance their Apple product experience.

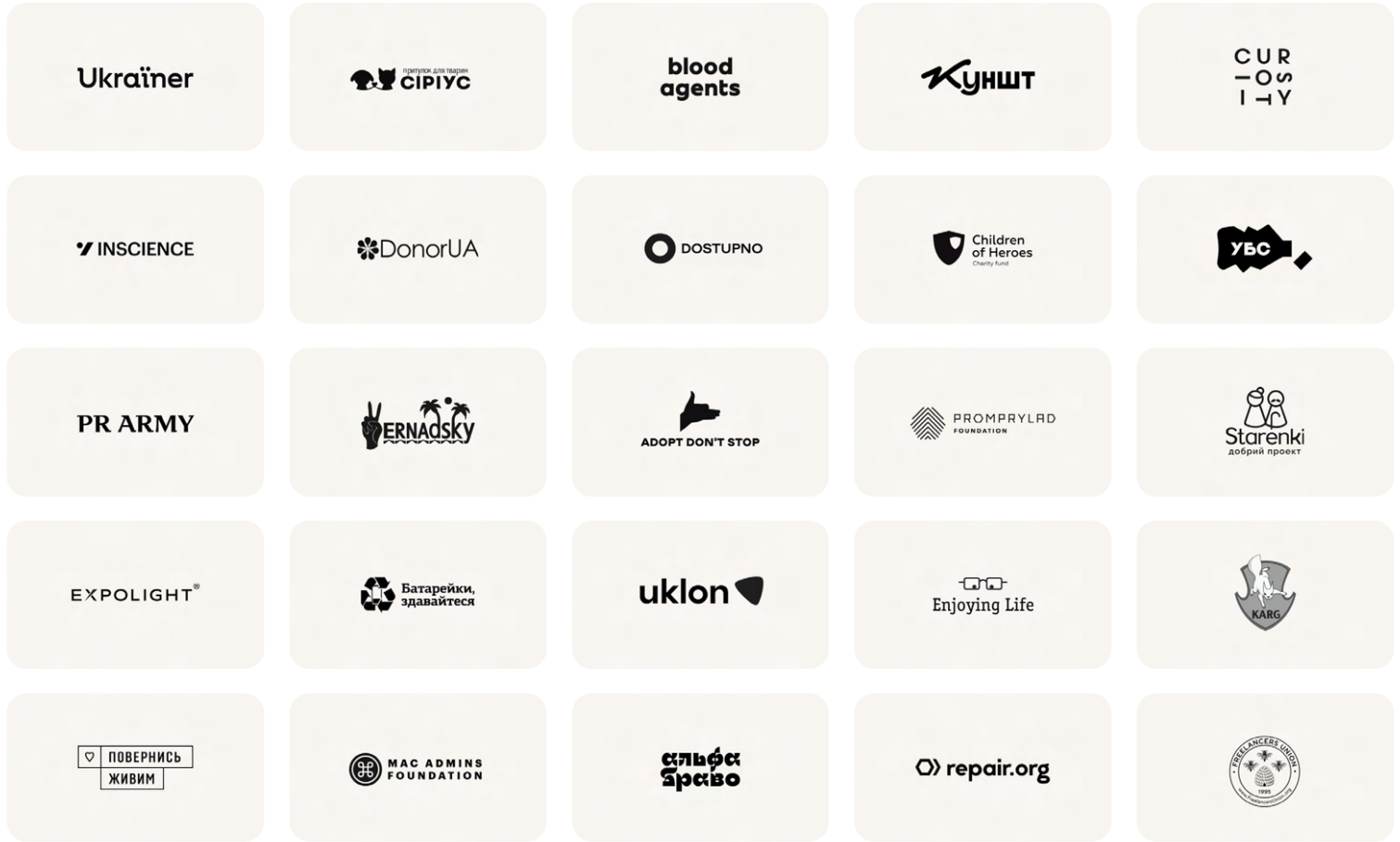
MacPaw Space

A pioneering venue in Kyiv, MacPaw Space is a dynamic platform for idea exchange, content creation, and project launches. Catering to product IT companies, socially conscious enterprises, and change-makers, the space has hosted over 100 social events, supporting Ukrainian resilience by fostering a nurturing environment for innovation.



An event hosted at MacPaw Space

Partners



Awards

American Advertising Federation Mosaic Award



Partnership for Sustainability Award 2023



PRNEWS Platinum Awards 2023 shortlisted



Gold AMEC Awards 2023



GOLD Effie Awards Ukraine 2023





Social Impact Review

2018 — 2023